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ABSTRACT

In spring 1988, a survey was conducted of the employers of graduates of Piedmont Virginia Community College (PVCC) to evaluate the occupational success of PVCC graduates and to determine how well academic programs prepare students for the work in various professions. On the graduate follow-up survey of the class of 1985-86, 85 graduates or 49.4% of all respondents gave permission for PVCC to contact their employers. Study findings, based on a 52.9% response rate, included the following: (1) nearly 75% of the employers rated the PVCC graduates as "excellent" or "good" with respect to technical job skills, quality and quantity of work, work attitudes, cooperation with fellow workers and supervisors; (2) there was only a slight correlation between employee job satisfaction and employer evaluations; (3) employers felt that PVCC graduates had better skills in math, writing, speaking, research and logic than most employees; (4) employers of 1985-86 graduates gave lower ratings to the graduates' general skills than the employers of 1984-85 graduates; and (5) the majority of the employers felt that PVCC was better than most institutions with respect to both occupational education and training and general education. Tables detailing responses, employer comments, and the survey instrument are appended. (EJV)

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1985-1986

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Brief No. 88-9

PVCC Institutional Research Brief July 1988

EMPLOYER SURVEY: PVCC GRADUATING CLASS OF 1985-1986

During the spring of 1988, the Office of Institutional Research and Planning at Piedmont Community College (PVCC) surveyed employers of the college's 1985-1986 graduates. The purpose of the survey was to evaluate the occupational success of PVCC graduates and to determine how well academic programs prepare students for the work in various professions. Results of the survey were published in Employer Survey Results for the PVCC Graduating Class of 1985-1986 (PVCC Institutional Research Report No. 6-88, July 1988). This brief highlights those results.

For the most part, employers responding to the survey were satisfied with the PVCC graduates they had hired. As can be seen in Table 1, three of every four employers rated the graduates as either "EXCELLENT (one of the best ever)" or "GOOD (better than most) with respect to technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors." Very few employers rated the graduates as "POOR (worse than most)."

TABLE 1: WORK EVALUATION OF 1985-1986 PVCC GRADUATES BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Technical job skills	9	20.0%	28	62.2%	6	13.3%	2	4.4%
Quality of work	12	26.7%	23	51.1%	9	20.0%	1	2.2%
Quantity of work	11	24.4%	22	48.9%	10	22.2%	2	4.4%
Attitude toward work	16	35.6%	19	42.2%	7	15.6%	3	6.7%
Cooperation with fellow workers	20	44.4%	17	37.8%	6	13.3%	2	4.4%
Cooperation with supervisors	20	44.4%	15	33.3%	8	17.8%	2	4.4%

Employers also felt that PVCC graduates possessed better general skills than most employees (see Table 2). Nearly two-thirds of the employers rated the research and logic skills of the graduates as excellent or good, while approximately one-half rated as excellent or good the math, writing, and speaking skills of the graduates.

Finally, as can be seen in Table 3, the employers seemed highly satisfied with the educational and training provided by PVCC. Over 80% of the employers rated the college as either excellent or good in occupational training and education, and over 60% rated it as either excellent or good in general education. Only one employer rated PVCC as poor.

TABLE 2: GENERAL SKILLS EVALUATION OF 1985-1986 PVCC GRADUATES BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math skills	7	18.4%	12	31.6%	19	50.0%	0	0.0%
Writing skills	6	14.0%	13	30.2%	22	51.2%	2	4.7%
Speaking skills	8	19.0%	15	35.7%	16	38.1%	3	7.1%
Research skills	5	18.5%	12	44.4%	9	33.3%	1	3.7%
Logic skills	7	15.9%	21	47.7%	13	29.5%	3	6.8%

TABLE 3: EVALUATION OF PVCC BY EMPLOYERS OF 1985-1986 PVCC GRADUATES

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational education/training	1	3.1%	25	78.1%	5	15.6%	1	3.1%
General education	1	3.1%	19	59.4%	11	34.4%	1	3.1%

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1985-1986

INTRODUCTION

Last year, for the first time since 1980, Piedmont Virginia Community College (PVCC) conducted a survey to determine employer satisfaction with its graduates.[1] Employer surveys had not been conducted during the previous seven years because college officials feared such surveys might violate the privacy rights of graduates. Employers, however, provide a unique perspective by which to evaluate the success of both PVCC graduates and PVCC programs of study. Furthermore, with the increasing emphasis at the state and federal level upon educational outcomes assessment, it was essential that the college assess the outcomes of its educational programs by surveying employers of its graduates.

To overcome the ethical issue of privacy, the college surveyed only employers of graduates who had already given permission on the graduate follow-up survey to conduct an employer survey. Although this limited the number of employers who could be contacted, as well as raising the possibility of a self-selection bias, it was felt that the privacy rights of PVCC graduates had to be insured.

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[1]See Ronald B. Head, Employer Survey Results for the PVCC Graduating Class of 1984-85 (PVCC Research Report No. 5-87, June 1987). Prior to this, PVCC had conducted two employer surveys, one in 1976, and one in 1980. Results of the 1980 survey, conducted by Robert A. Ross, were published in Employer Follow-Up on the Occupational/Technical Graduates of the Class of 1978-1979 (PVCC Research Report No. 3-80, October 1980).

Last year's study was envisioned as the first in a series of annual reports on employer satisfaction with PVCC graduates. This study is the second in that series.

METHODOLOGY

On the graduate follow-up survey for the class of 1985-1986, 85 graduates, or 49.4% of all respondents, answered yes to the question "may we contact your employer to conduct an employer follow-up survey."[2] On March 30, 1988, survey forms were sent to the employers of these graduates.

Fifteen employers refused to complete the survey, citing confidentiality of employment records. Eight surveys were returned because of incorrect addresses, and two were returned because the PVCC graduates were no longer employed. Forty-five of the remaining 60 employers returned valid surveys for an overall response rate of 52.9%. This response rate was much lower than last year's (80.6%), but it should be noted that confidentiality was not a problem with last year's employers, and a second mailing was not done this year.

Employer comments are included in this report as Appendix B, and a list of all participating employers is included as Appendix C. The survey instrument is included as Appendix D.

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[2]See Ronald B. Head, Follow-up Survey of PVCC Graduates of the Class of 1985-86 (PVCC Research Report No. 6-87, August 1987).

EMPLOYER EVALUATION OF JOB PERFORMANCE

The evaluation of 1985-1986 PVCC graduates by their employers with respect to job skills, performance, and attitude is presented in Table 1.

TABLE 1: WORK EVALUATION OF 1985-86 PVCC GRADUATES BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Technical job skills	9	20.0%	28	62.2%	6	13.3%	2	4.4%
Quality of work	12	26.7%	23	51.1%	9	20.0%	1	2.2%
Quantity of work	11	24.4%	22	48.9%	10	22.2%	2	4.4%
Attitude toward work	16	35.6%	19	42.2%	7	15.6%	3	6.7%
Cooperation with fellow workers	20	44.4%	17	37.8%	6	13.3%	2	4.4%
Cooperation with supervisors	20	44.4%	15	33.3%	8	17.8%	2	4.4%

As can be seen, nearly three of every four employers rated PVCC graduates as either "EXCELLENT (one of the best ever)" or "GOOD (better than most)." Overall, PVCC graduates were rated highest in their ability to cooperate with their fellow workers, as well as with their supervisors, and lowest in the quantity of work produced. In most instances, less than 5% of the employers rated that PVCC graduates as "POOR (worse than most)."

The ratings given to 1985-1986 PVCC graduates were similar to those given by employers to 1984-1985 graduates. The only difference worth mentioning is that only one 1984-1985 graduate

was rated as poor in any category, while four different 1985-1986 graduates were rated as poor in at least one category.

Employer evaluations of 1985-1986 PVCC graduates by both curricular program and degree, as well as by technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors are presented in Tables 5 through 16 of Appendix A. Care should be taken in interpreting the figures in these tables due to the small number of respondents in certain programs.

Of the 45 graduates whose employers returned valid surveys, 77.7% (35) had indicated on the graduate follow-up survey that they intended to pursue their current jobs as long-range careers. This percentage figure is almost identical to that for all graduate survey respondents (77.9%; 81 respondents).

Also, on the graduate follow-up survey, 13.3% (6) of the graduates whose employers returned surveys had indicated they were very satisfied with their jobs, 75.6% (34) were satisfied, 6.7% (3) were not very satisfied, and 4.4% (2) were unsatisfied. Percentage figures for all respondents to the graduate follow-up survey were slightly higher, indicating greater satisfaction. Twenty-four and one-tenth percent (27) of all respondents were very satisfied, 67% (75) were satisfied, 7.1% (8) were not very satisfied, and 1.8% (2) were unsatisfied.

As noted earlier, surveying employers only with the permission of the PVCC graduates may have biased the survey results. One might assume that satisfied, productive workers are more

likely than unsatisfied, unproductive workers to allow their employers to be contacted. However, as has just been shown, the PVCC graduates who granted permission were more dissatisfied with their jobs than those graduates who did not grant permission. In this respect, it is questionable whether the results of the survey were biased by the selection procedure.

To investigate this further, correlation coefficients were calculated between each of the categories in Table 1 and the job satisfaction of the PVCC graduates. The results are presented in Table 2.

Only a slight correlation between job satisfaction and employer evaluations was evident. In other words, high job satisfaction by a PVCC graduate did not necessarily mean a high rating by the employer. For the second year in a row, the highest correlation was between job satisfaction and the employee's attitude toward work. This is hardly surprising as satisfaction and attitude are nearly synonymous terms. The lowest correlation was between job satisfaction and quality of work.

TABLE 2: CORRELATION BETWEEN JOB SATISFACTION AND EMPLOYER EVALUATION OF 1985-86 PVCC GRADUATES

CATEGORY	CORRELATION COEFFICIENT
Technical job skills	0.1815
Quality of work	0.1318
Quantity of work	0.2873
Attitude toward work	0.3421
Cooperation with fellow workers	0.2794
Cooperation with supervisors	0.1533

NOTE: The correlation coefficient in this table was calculated using the Pearson product-moment correlation coefficient. Measures of correlation are typically defined as having values ranging from -1 to +1. A value of -1 indicates a perfect negative relation, while a value of +1 indicates a perfect positive relation.

The lowest correlation last year was between job satisfaction and technical job skills.

EMPLOYER EVALUATION OF GENERAL SKILLS

Table 3 shows the evaluation of general skills given by employers to 1985-1986 PVCC graduates. Employers evaluated general skills in math, writing, speaking, research, and logic.

TABLE 3: GENERAL SKILLS EVALUATION OF 1985-86 PVCC GRADUATES BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math skills	7	18.4%	12	31.6%	19	50.0%	0	0.0%
Writing skills	6	14.0%	13	30.2%	22	51.2%	2	4.7%
Speaking skills	8	19.0%	15	35.7%	16	38.1%	3	7.1%
Research skills	5	18.5%	12	44.4%	9	33.3%	1	3.7%
Logic skills	7	15.9%	21	47.7%	13	29.5%	3	6.8%

For the most part, employers felt that PVCC graduates had better general skills than most employees. Nearly two-thirds of the employers rated the PVCC graduates as "EXCELLENT (one of the best ever)" or "GOOD (better than most)" in research and logic. In speaking, slightly over one-half of the employers rated the PVCC graduates as excellent or good; in math, exactly one-half rated the graduates as excellent or good; and in writing, slightly less than one-half rated the graduates as excellent or good.

Some deficiencies in general skills were noted by employers. One wrote, "This employee has definite communication problems. Is communication stressed [at] PVCC?" Another wrote, "You need to teach your students organizational and priority setting skills."

Employers of 1985-1986 PVCC graduates evaluated general skills lower than employers of 1984-1985 graduates. In last year's survey, at least two-thirds of all employers rated the PVCC graduates as excellent or good in all categories, and no employer rated a PVCC graduate as poor.

Employer evaluations of 1985-1986 PVCC graduates by both curricular program and degree, as well as by skills in math, writing, speaking, research, and logic are presented in Tables 17 through 26 of Appendix A. Again, as noted earlier, care should be exercised in interpreting figures from any table in Appendix A. In many cases, the numbers of respondents are too few for meaningful conclusions to be drawn.

EMPLOYER EVALUATION OF TRAINING AND EDUCATION AT PVCC

Employers were asked to rate PVCC according to two categories: (1) occupational education/training; and (2) general education. The results of this evaluation are shown in Table 4.

The majority of the employers felt that PVCC was better than most institutions with respect to both occupational education and training and general education. Occupational education and

training at PVCC was rated as "GOOD (better than most)" by 78.1% of the employers, and general education was rated as good by 59.4%. One employer for each category rated PVCC as "EXCELLENT (one of the best ever)," and one rated it as "POOR (worse than most)." These ratings were somewhat lower than those given by employers of 1984-1985 graduates.

TABLE 4: EVALUATION OF PVCC BY EMPLOYERS OF 1985-86 PVCC GRADUATES

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational education/training	1	3.1%	25	78.1%	5	15.6%	1	3.1%
General education	1	3.1%	19	59.4%	11	34.4%	1	3.1%

CONCLUSIONS

For the most part, employers were satisfied with the 1985-1986 PVCC graduates they had hired. With respect to job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors, three of every four employers rated the graduates as either excellent or good. Nearly two-thirds of the employers rated the research and logic skills of the graduates as excellent or good, while approximately one-half rated as excellent or good the math, writing, and speaking skills of the graduates.

The employers also seemed highly satisfied with the education and training provided by PVCC. Over 80% of the employers rated the college as either excellent or good in occupational training and education, and over 60% rated it as either excellent or good in general education. Only one employer rated PVCC as poor.

APPENDIX A:

EMPLOYER EVALUATIONS BY CURRICULAR PROGRAM AND DEGREE RECEIVED

TABLE 5: EMPLOYER EVALUATION OF TECHNICAL JOB SKILLS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Computer Programming	2	50.0%	1	25.0%	1	25.0%	0	0.0%
Electronics	0	0.0%	3	100.0%	0	0.0%	0	0.0%
Management	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Nursing	1	6.3%	9	56.3%	4	25.0%	2	12.5%
Police Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Respiratory Therapy	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	0	0.0%	6	100.0%	0	0.0%	0	0.0%
Air Conditioning	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Mgt. (Banking)	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	9	20.0%	28	62.2%	6	13.3%	2	4.4%

TABLE 6: EMPLOYER EVALUATION OF TECHNICAL JOB SKILLS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S	2	25.0%	5	62.5%	1	12.5%	0	0.0%
A.A S.	7	23.3%	16	53.3%	5	16.7%	2	6.7%
Certificate	0	0.0%	6	100.0%	0	0.0%	0	0.0%
TOTAL	9	20.0%	28	62.2%	6	13.3%	2	4.4%

TABLE 7: EMPLOYER EVALUATION OF QUALITY OF WORK OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Computer Programming	2	50.0%	0	0.0%	2	50.0%	0	0.0%
Electronics	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Management	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Nursing	1	6.3%	9	56.3%	5	31.3%	1	6.3%
Police Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Respiratory Therapy	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	2	33.3%	4	66.7%	0	0.0%	0	0.0%
Air Conditioning	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Mgt. (Banking)	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	12	26.7%	23	51.1%	9	20.0%	1	2.2%

TABLE 8: EMPLOYER EVALUATION OF QUALITY OF WORK OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S.	2	25.0%	5	62.5%	1	12.5%	0	0.0%
A.A.S.	8	26.7%	13	43.3%	8	26.7%	1	3.3%
Certificate	2	33.3%	4	66.7%	0	0.0%	0	0.0%
TOTAL	12	26.7%	23	51.1%	9	20.0%	1	2.2%

TABLE 9: EMPLOYER EVALUATION OF QUANTITY OF WORK OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Computer Programming	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Electronics	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Management	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Nursing	2	12.5%	6	37.5%	6	37.5%	2	12.5%
Police Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Respiratory Therapy	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	1	16.7%	5	83.3%	0	0.0%	0	0.0%
Air Conditioning	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Mgt. (Banking)	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	11	24.4%	22	48.9%	10	22.2%	2	4.4%

TABLE 10: EMPLOYER EVALUATION OF QUANTITY OF WORK OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.S.	2	25.0%	4	50.0%	2	25.0%	0	0.0%
A.A.S.	7	23.3%	13	43.3%	8	26.7%	2	6.7%
Certificate	1	16.7%	5	83.3%	0	0.0%	0	0.0%
TOTAL	11	24.4%	22	48.9%	10	22.2%	2	4.4%

TABLE 11: EMPLOYER EVALUATION OF ATTITUDE TOWARD WORK OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	1	25.0%	1	25.0%	1	25.0%	1	25.0%
Science	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Computer Programming	3	75.0%	0	0.0%	1	25.0%	0	0.0%
Electronics	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Management	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Nursing	2	12.5%	8	50.0%	4	25.0%	2	12.5%
Police Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Respiratory Therapy	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	2	33.3%	4	66.7%	0	0.0%	0	0.0%
Air Conditioning	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Mgt. (Banking)	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	16	35.6%	19	42.2%	7	15.6%	3	6.7%

TABLE 12: EMPLOYER EVALUATION OF ATTITUDE TOWARD WORK OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.S.	3	37.5%	3	37.5%	1	12.5%	1	12.5%
A.A.S.	9	30.0%	13	43.3%	6	20.0%	2	6.7%
Certificate	3	50.0%	3	50.0%	0	0.0%	0	0.0%
TOTAL	16	35.6%	19	42.2%	7	15.6%	3	6.7%

TABLE 13: EMPLOYER EVALUATION OF COOPERATION WITH FELLOW WORKERS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	2	50.0%	1	25.0%	1	25.0%
Science	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Computer Programming	2	50.0%	2	50.0%	0	0.0%	0	0.0%
Electronics	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Management	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Nursing	4	25.0%	7	43.8%	4	25.0%	1	6.3%
Police Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Respiratory Therapy	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	6	100.0%	0	0.0%	0	0.0%	0	0.0%
Air Conditioning	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Business/Office	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Mgt. (Banking)	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	20	44.4%	17	37.8%	6	13.3%	2	4.4%

TABLE 14: EMPLOYER EVALUATION OF COOPERATION WITH FELLOW WORKERS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S.	3	37.5%	3	37.5%	1	12.5%	1	12.5%
A.A.S.	11	36.7%	13	43.3%	5	16.7%	1	3.3%
Certificate	6	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	20	44.4%	17	37.8%	6	13.3%	2	4.4%

TABLE 15: EMPLOYER EVALUATION OF COOPERATION WITH SUPERVISORS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	1	25.0%	1	25.0%	1	25.0%	1	25.0%
Science	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Computer Programming	2	50.0%	2	50.0%	0	0.0%	0	0.0%
Electronics	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Management	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Nursing	2	12.5%	6	37.5%	7	43.8%	1	6.3%
Police Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Respiratory Therapy	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	6	100.0%	0	0.0%	0	0.0%	0	0.0%
Air Conditioning	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Business/Office	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Mgt. (Banking)	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	20	44.4%	15	33.3%	8	17.8%	2	4.4%

TABLE 16: EMPLOYER EVALUATION OF COOPERATION WITH SUPERVISORS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.S.	4	50.0%	2	25.0%	1	12.5%	1	12.5%
A.A.S.	9	30.0%	13	43.3%	7	23.3%	1	3.3%
Certificate	6	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	20	44.4%	15	33.3%	8	17.8%	2	4.4%

TABLE 17: EMPLOYER EVALUATION OF MATH SKILLS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	0	0.0%	1	100.0%	0	0.0%
General Studies	1	25.0%	1	25.0%	2	50.0%	0	0.0%
Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Computer Programming	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Electronics	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Management	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Nursing	0	0.0%	3	23.1%	10	76.9%	0	0.0%
Police Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	0	0.0%	2	50.0%	2	50.0%	0	0.0%
Air Conditioning	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	0	--	0	--	0	--	0	--
Mgt. (Banking)	0	0.0%	0	0.0%	1	100.0%	0	0.0%
TOTAL	7	18.4%	12	31.6%	19	50.0%	0	0.0%

TABLE 18: EMPLOYER EVALUATION OF MATH SKILLS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S.	2	25.0%	3	37.5%	3	37.5%	0	0.0%
A.A.S.	5	20.0%	7	28.0%	13	52.0%	0	0.0%
Certificate	0	0.0%	1	25.0%	3	75.0%	0	0.0%
TOTAL	7	18.4%	12	31.6%	19	50.0%	0	0.0%

TABLE 19: EMPLOYER EVALUATION OF WRITING SKILLS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	0	0.0%	1	100.0%	0	0.0%
General Studies	1	25.0%	1	25.0%	2	50.0%	0	0.0%
Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Computer Programming	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Management	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Nursing	0	0.0%	6	37.5%	8	50.0%	2	12.5%
Police Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	0	0.0%	1	20.0%	4	80.0%	0	0.0%
Air Conditioning	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Mgt. (Banking)	0	0.0%	0	0.0%	1	100.0%	0	0.0%
TOTAL	6	14.0%	13	30.2%	22	51.2%	2	4.7%

TABLE 20: EMPLOYER EVALUATION OF WRITING SKILLS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S.	2	25.0%	2	25.0%	4	50.0%	0	0.0%
A.A.S.	4	13.8%	11	37.9%	12	41.4%	2	6.9%
Certificate	0	0.0%	0	0.0%	5	100.0%	0	0.0%
TOTAL	6	14.0%	13	30.2%	22	51.2%	2	4.7%

TABLE 21: EMPLOYER EVALUATION OF SPEAKING SKILLS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	0	0.0%	1	100.0%	0	0.0%
General Studies	2	50.0%	0	0.0%	2	50.0%	0	0.0%
Science	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Computer Programming	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Management	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Nursing	0	0.0%	7	43.8%	6	37.5%	3	18.8%
Police Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	0	0.0%	3	60.0%	2	40.0%	0	0.0%
Air Conditioning	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Mgt. (Banking)	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	8	19.0%	15	35.7%	16	38.1%	3	7.1%

TABLE 22: EMPLOYER EVALUATION OF SPEAKING SKILLS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S.	4	50.0%	1	12.5%	3	37.5%	0	0.0%
A.A.S.	4	14.3%	12	42.9%	9	32.1%	3	10.7%
Certificate	0	0.0%	2	40.0%	3	60.0%	0	0.0%
TOTAL	8	19.0%	15	35.7%	16	38.1%	3	7.1%

TABLE 23: EMPLOYER EVALUATION OF RESEARCH SKILLS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	..	0	..	0	..	0	..
General Studies	0	0.0%	1	33.3%	2	66.7%	0	0.0%
Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Computer Programming	2	50.0%	1	25.0%	1	25.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Nursing	0	0.0%	3	60.0%	1	20.0%	1	20.0%
Police Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Air Conditioning	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business/Office	0	..	0	..	0	..	0	..
Child Care	0	..	0	..	0	..	0	..
Mgt. (Banking)	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	5	18.5%	12	44.4%	9	33.3%	1	3.7%

TABLE 24: EMPLOYER EVALUATION OF RESEARCH SKILLS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S.	1	16.7%	3	50.0%	2	33.3%	0	0.0%
A.A.S.	4	25.0%	7	43.8%	4	25.0%	1	6.3%
Certificate	0	0.0%	2	50.0%	2	50.0%	0	0.0%
TOTAL	5	18.5%	12	44.4%	9	33.3%	1	3.7%

TABLE 25: EMPLOYER EVALUATION OF LOGIC SKILLS OF 1985-86 PVCC GRADUATES BY CURRICULAR PROGRAM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Business Administration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Fine Arts	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	1	25.0%	0	0.0%	2	50.0%	1	25.0%
Science	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Computer Programming	2	50.0%	1	25.0%	0	0.0%	1	25.0%
Electronics	0	0.0%	3	100.0%	0	0.0%	0	0.0%
Management	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Nursing	0	0.0%	5	31.3%	10	62.5%	1	6.3%
Police Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies	0	0.0%	5	100.0%	0	0.0%	0	0.0%
Air Conditioning	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Business/Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Mgt. (Banking)	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	7	15.9%	21	47.7%	13	29.5%	3	6.8%

TABLE 26: EMPLOYER EVALUATION OF LOGIC SKILLS OF 1985-86 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S.	3	37.5%	2	25.0%	2	25.0%	1	12.5%
A.A.S.	4	13.3%	14	46.7%	10	33.3%	2	6.7%
Certificate	0	0.0%	4	80.0%	1	20.0%	0	0.0%
TOTAL	7	15.9%	21	47.7%	13	29.5%	3	6.8%

APPENDIX B:

EMPLOYER COMMENTS

All indications are that PVCC is doing an excellent job. We are fortunate to have such an institution in our community!

[A] difference is seen compared to other new graduates coming from B.S.N. programs in writing and research skills. In this regard, [this graduate] is worse. Compared to other new graduates from A.D. programs, she rates as average.

I don't know if PVCC had anything to do with this employee's excellence--she was a highly motivated, conscientious employee, but I can hardly rate PVCC on that.

[This graduate] in our opinion rates a check mark under "outstanding" for every category. She is definitely, by any employer's standards, a top rate employee. Accordingly, we can only assume that this excellence is due in part to the quality of her education. Keep up the good work!!

As a hospital based in Richmond, we have not had a lot of contact with PVCC. However, we do participate in the administrative degree program at VCU, and I find these programs to be extremely well run. [This graduate] has shown an active interest in the pursuit of her degree and should be commended in this regard.

I believe PVCC programs offer an excellent opportunity to those with time to participate. Supervising 15 management employees and 10 non-management employees leave little time for other things. I am responding to this at 8:30 p.m.

Most individuals I hire have previous D[ata] P[rocessing] experience, not necessarily acquired via formal training. I do not feel that the skills the employee attributed to PVCC were strong--i.e., working knowledge of Lotus 1-2-3, etc. At least for this particular person, the skills and experiences did <u>not</u> transfer readily to our work environment. This may be more a function of the individual than PVCC training.

This employee has definite communication problems. Is communication stressed in PVCC's nursing program?

[This graduate] in our opinion rates a check mark under "outstanding" for every category. She is definitely, by any employer's standards, a top rate employee. Accordingly, we can only assume that this excellence is due in part to the quality of her education. Keep up the good work!!

[This graduate] in our opinion rates a check mark under "outstanding" for every category. She is definitely, by any employer's standards, a top rate employee. Accordingly, we can only assume that this excellence is due in part to the quality of her education. Keep up the good work!!

[This graduate] in our opinion rates a check mark under "outstanding" for every category. She is definitely, by any employer's standards, a top rate employee. Accordingly, we can only assume that this excellence is due in part to the quality of her education. Keep up the good work!!

I've had excellent luck with Piedmont graduates.

[This graduate] is very thorough and careful in his work--rarely needs correction. He continues to read and stay up to date and has grown greatly in his knowledge. He always completes his work. I have never seen him pass off work to the next shift, and [he] frequently offers to help others with their work. [He is] very cooperative and very motivated and frequently offers suggestions on ways to make improvements. [He is] a team player. People are frequently giving me compliments about him and his work. He is well liked and respected by his fellow [workers]. [He is] very tactful and professional in his job. I have been greatly pleased with him and his skills. Please send us more of his quality.

I have no knowledge of similar institutions, so I am unable to compare. Personally, I feel the child care certificate students are given a strong introduction to Early Childhood Education. I may be a little biased since I took their core subjects!

(1) You need to teach your students organizational and priority setting skills; (2) lack of knowledge regarding <u>rationale</u> for skills performed.

APPENDIX C:

PARTICIPATING EMPLOYERS

LIST OF PARTICIPATING EMPLOYER ORGANIZATIONS

A-Systems, Inc.
ACME Visible Records
AT&T Corporation
Barton-Malow CRS Constructors
Blue Ridge Travel
Boar's Head Inn
Centel of Virginia/North Carolina
Comdial Corporation (3)
ConAgra Frozen Foods, Inc.
Dabney Lancaster Community College
Fluvanna County
Four Store Pizza
Hanes Knitware
Humana-St. Luke's Hospital
Institute of Chartered Financial Analysts
Jefferson National Bank
Martha Jefferson Hospital
North Carolina Baptist Hospital
Orange County Public Schools
Persimmon Corner
Piedmont Virginia Community College
Rockingham Memorial Hospital
Sovran Bank
St. Anne's-Belfield School
State Farm Insurance Companies
Sunnyside Retirement Home
U.S. Army Foreign Science & Technology Center
University of Virginia Hospital (14)
Virginia Ambulatory Surgery Center
Western State Hospital

APPENDIX D:

SURVEY INSTRUMENT

In comparison to other employees you hire at the same level and in the same capacity, John X. Doe, Jr. rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Technical job skills					
Quality of work					
Quantity of work					
Attitude toward work					
Cooperation with fellow workers					
Cooperation with supervisors					
Math skills					
Writing skills					
Speaking skills					
Research skills					
Logic skills					

In comparison to similar institutions, PVCC rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Occupational education/training					
General education					

Do you participate in PVCC's cooperative education program? _____

If not, are you interested in learning more about the program? _____

Please use the reverse side of this page to make any written comments you think will be helpful to PVCC in evaluating the success of its academic programs and graduates. Thank you for your cooperation.

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